



WELCOME TO THE CITY OF YARRA. COUNCIL ACKNOWLEDGES THE WURUNDJERI AS THE FIRST OWNERS OF THIS COUNTRY. TODAY, THEY ARE STILL THE CUSTODIANS OF THE CULTURAL HERITAGE OF THIS LAND. FURTHERMORE TO THIS, COUNCIL ACKNOWLEDGES THERE ARE OTHER ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE WHO HAVE LIVED, WORKED AND CONTRIBUTED TO THE CULTURAL HERITAGE OF YARRA.



CITY OF YARRA

City of Yarra
 PO Box 168,
 Richmond VIC 3121

T 03 9205 5555
 F 03 8417 6666
 TTY 03 9421 4192
 Interpreter Services 03 9280 1940

E info@yarracity.vic.gov.au
 W www.yarracity.vic.gov.au



BACKGROUND

The City of Yarra Council Plan 2006 – 2010 under the theme: Culture, Celebration and Tradition, notes as one of its key strategies to: “promote City of Yarra as a visitor destination”. Council has been supporting this strategy through its partnership with Destination Melbourne, through the implementation of regional tourism actions included in the Inner Melbourne Action Plan and through specific budget support for the development and implementation of marketing material.

CULTURE, CELEBRATION AND TRADITION

Strategy	Actions	Responsibility	Completion
CCT03 Visitor Attractions <ul style="list-style-type: none"> Promote City of Yarra as a visitor destination 	CCT03.1 Prepare and commence implementation of a Tourism Action Plan for the City which will encourage tourism that is compatible with the City’s heritage, cultural and community values and will support the local economy.	CEO / Director City Development	30 June 2007

Development of an action plan has been considered important in order to ensure development of strategic, sustainable marketing material. A working group of the City of Yarra’s Business Advisory Group, comprising a number of key business owners and operators within the municipality, participated in workshops facilitated by Destination Melbourne, with input from Tourism Victoria to consider the opportunities and challenges facing the City of Yarra in relation to tourism and marketing. That Group also discussed ideas, activities and priorities in relation to Yarra’s participation in the tourism market.

This action plan has been developed to bring together the key themes and ideas developed in the workshops and to provide a strategic framework to identify the projects to be implemented over the coming two years.

For further information, please contact Council’s Economic Development Unit on 9205 5555.

The Tourism Action Plan 2006 – 2008 was produced by the City of Yarra in consultation with: City of Yarra Business Advisory Group, Destination Melbourne and Tourism Victoria.

PRINTED ON 100% RECYCLED PAPER

City of Yarra
Tourism Action Plan 2006 – 2008
 Sustainable Tourism through Co-operative Marketing



MESSAGE FROM THE MAYOR



OVERVIEW

Tourism is recognised as one of the fastest growing industries in Australia. This is reflected in the increasing dollars generated for the economy and the heightened interest local communities have in developing a tourism industry. Council encourages the development and management of tourism products and services that will provide economic and social benefits to the local community while protecting and enhancing our natural and cultural attributes.

Harnessing the interest and expertise of local people and tourism businesses is key to growing tourism in the City of Yarra, and the Tourism Action Plan is an example of this kind of collaborative approach.

The City of Yarra Tourism Action Plan has been developed in partnership with Destination Melbourne, Tourism Victoria and Council's Business Advisory Group. The Action Plan provides the framework for the development of a strategic and cooperative approach to the marketing of the City of Yarra as a visitor destination.

Key objectives of the Plan include the:

1. Establishment of effective partnerships;
2. Building a knowledge base of the City of Yarra's tourism assets; and
3. Active co-operative promotion of the City of Yarra's tourism assets.

The challenge for us is to make others aware of the many attractions Yarra has to offer, and to work with businesses and tourism operators to realise their full potential, while recognising that protection and conservation of Yarra's assets is essential for the survival and sustainable growth of the tourism industry. I am confident that realising the vision, directions and partnerships in this Tourism Plan will make an enormous difference to the City's future prosperity.

Jenny Farrar
Mayor, City of Yarra

The City of Yarra Tourism Action Plan is designed to provide the framework for the development of a cooperative approach to marketing the City of Yarra as a visitor destination.

Council has established a strategic partnership with Destination Melbourne and Tourism Victoria, and to maximise the opportunities this partnership presents, it now needs to bring together the businesses and operators within the City of Yarra to ensure Tourism Victoria, Destination Melbourne, Visitor Information Centres and ultimately consumers, understand the breadth and diversity of the businesses operating within the City of Yarra.

A cooperative approach to marketing the City of Yarra as a visitor destination will facilitate the marketing of key themes and messages, ensure the provision of timely and accurate information and lead to greater visitation and yield from the visitor market.

The action plan identifies strategies and related activities in relation to three key outcome areas:

1. Through the establishment of effective partnerships;
2. The building of a knowledge base of the City of Yarra's tourism assets; and
3. Active cooperative promotion of the City of Yarra's tourism assets.

1. PARTNERSHIPS

Establish effective partnerships to foster operator / business participation in tourism programs

Targeting the visitor market is a complex exercise and is undertaken on every level in a cooperative fashion. The national tourism body (Tourism Australia) markets Australia, the State tourism authority (Tourism Victoria) markets Melbourne and Victoria and the regional tourism body for Melbourne (Destination Melbourne) markets Melbourne. It is the responsibility of councils, traders groups and individual businesses, where possible, to capture the benefits of this effort by marketing their own specific municipality, geographic area or business. With limited budgets and the need to be competitive as a destination through strength of product, the City of Yarra needs to develop an effective partnership between Council, trader groups, and individual businesses and operators in the municipality. Working in partnership, the City of Yarra as a municipality will be able to develop the awareness of its tourism assets and maximise existing tourism marketing activity, including participation in Destination Melbourne's tourism marketing program.

Strategy 1.1

Establish a tourism marketing and promotional working group to oversee the development and implementation of the Tourism Action Plan and to act as ambassadors to encourage investment by industry.

Activity

- Establish a working group
- Develop terms of reference and rules of engagement for a working group including:
 - ⇒ opportunities for becoming involved; and
 - ⇒ mechanisms for communicating back to individual trader groups, businesses and operators.
- Number of meetings (recommend approximately 6 per annum). NB: Terms of reference could include providing input and direction into the themes and products focused on within the Destination Melbourne programs.
- Establish a prospectus detailing investment opportunities to participate in the City of Yarra cooperative participation program to be established as a tiered investment program.

- Hold a sales night where operators and businesses can explain their key tourism programs and generate opportunities for participation.

Strategy 1.2

Develop a partnership program to facilitate relationships with key stakeholders and business within the municipality.

Activity

- Establish a partnership program including costs and benefits to encourage broader participation in the tourism marketing program by operators who benefit from tourism but would not consider themselves tourism businesses.

2. BUILD THE KNOWLEDGE BASE OF TOURISM ASSETS WITHIN THE CITY OF YARRA

Build the knowledge base both internally and externally of the tourism product within the municipality

The knowledge base of the breadth and diversity of product within the City of Yarra municipality to key visitor markets is currently quite low. Individual products and strips, such as Bridge Road, provide an exception to this but for the municipality as a whole to be recognised as a visitor destination, to attract interstate and international visitors and to attract repeat visitation or visitor dispersal throughout the municipality, it is critical to build the knowledge of the tourism industry's consumers and operators within the City of Yarra of what the product offer is.

Strategy 2.1

Undertake a product audit to determine the full scope of tourism businesses within the City of Yarra and potential opportunities for involvement in marketing and promotional programs.

Activity

- Undertake an initial audit of City of Yarra businesses.
- Establish a database from the audit and mechanisms for ensuring quarterly updates.

Strategy 2.2

Establish a six-monthly familiarization tour for key tourism marketing bodies, media, visitor centre staff, etc.

Activity

- Develop a familiarisation program highlighting the unique products within the City of Yarra. For example:
 - ⇒ Familiarisation 1 to commence in the morning and finish with a lunch; and
 - ⇒ Familiarisation 2 to commence in the afternoon and finish with dinner and the option of a jazz or bar experience.

Strategy 2.3

Establish an e-newsletter to regularly inform both internally and externally of new businesses opening, new exhibitions, collections shows etc, to ensure the City of Yarra is providing tourism channels with "new news".

Activity

- Using quarterly updates, establish a dedicated e-newsletter for distribution to traders, Tourism Victoria, Destination Melbourne, the Melbourne Visitor Centre etc.

3. PROMOTE THE CITY OF YARRA'S TOURISM ASSETS

Collaboratively and effectively promote the City of Yarra to enhance the sustainable growth of tourism

Success as a visitor destination is based on a destination's ability to coordinate and disseminate key visitor messages and information to ensure the consumer develops the knowledge to access the products. It is important to establish an effective marketing and promotional strategy to position the City of Yarra as a critical part of the Melbourne tourism product and integrate all activities with those undertaken by Tourism Victoria, Destination Melbourne and Melbourne Visitor Centre programs.

All products and programs developed also need to inform the businesses and operators within the City of Yarra to ensure they recommend their fellow operators and encourage visitors to see other parts of the municipality.

Strategy 3.1

Develop information to support the key themes and products that are strengths of the City of Yarra.

Activity

- Develop a series of fact sheets detailing products that deliver on the key themes of Artisans, Live Music, Food, Shopping, Attractions, History and Heritage.
- Establish an annual or seasonal program focusing on a key aspect each season, i.e. **Winter** – Artisans, **Spring** – Shopping, **Autumn** – Food (markets, restaurants), **Summer** – Attractions (including the Yarra).
- Consistently focus on these themes through participation in the Official Visitors' Guide, e-newsletter etc.

Strategy 3.2

Participate in the Destination Melbourne partnership program.

Activity

- Utilise the Destination Melbourne partnership program to actively promote the key strengths of the City of Yarra and leverage additional promotional and marketing opportunities.

Strategy 3.3

Develop a website to actively promote the tourism assets within the City of Yarra.

Activity

- Meet with Tourism Victoria to assess the scope for collaborating with www.visitvictoria.com or developing a separate site to link to www.visitvictoria.com.

Strategy 3.4

Develop "Streets of Yarra" map/brochure or series of brochures for distribution at the Melbourne Visitor Centre and throughout the municipality.

Activity

- Develop map style brochure and distribution strategy.
- Engage sales agents.
- Print and distribute publications.